



The **global marketplace** for **recycled plastics**

Executive summary

Problem: The plastic industry is environmentally unsustainable, intransparent and lacking standards for recycled plastics.

Solution: B2B-marketplace connecting two fragmented industries (recycling and plastic processing) and leveraging AI to guarantee quality, quantity and price.

Market: 66bn€ in the EU (virgin and recycled); 400 million tons annual production worldwide

Traction (since April 2019): 100+ plastics requests/registrations, companies from 16 countries, 9 pilot customers (2 of which are paid).



Our pitch in London at Entrepreneur First Demo Day

(27.03.2019)

Click on image to
start video



**Our 100
seconds
pitch at
NKlub
Hamburg
(in German)**

(26.06.2019)

Click on image to
start video

Problem

The plastic economy is inefficient & wasteful...



No economic incentives for companies to use more recycled plastics - virgin plastic is much cheaper



No quality recycled plastics available



No digital readiness - companies still use fax machines¹

... with dire consequences!

22 Oct 2018

theguardian

Microplastics found in human stools for the first time

19 Mar 2019

The New York Times

Dead Whale Found With 88 Pounds of Plastic Inside Body in the Philippines



But: new regulations and public pressure are forcing supply chains to change dramatically:



German Packaging Law (in effect since Jan 2019)⁵



EU Plastic Strategy (in effect since Jan 2018)

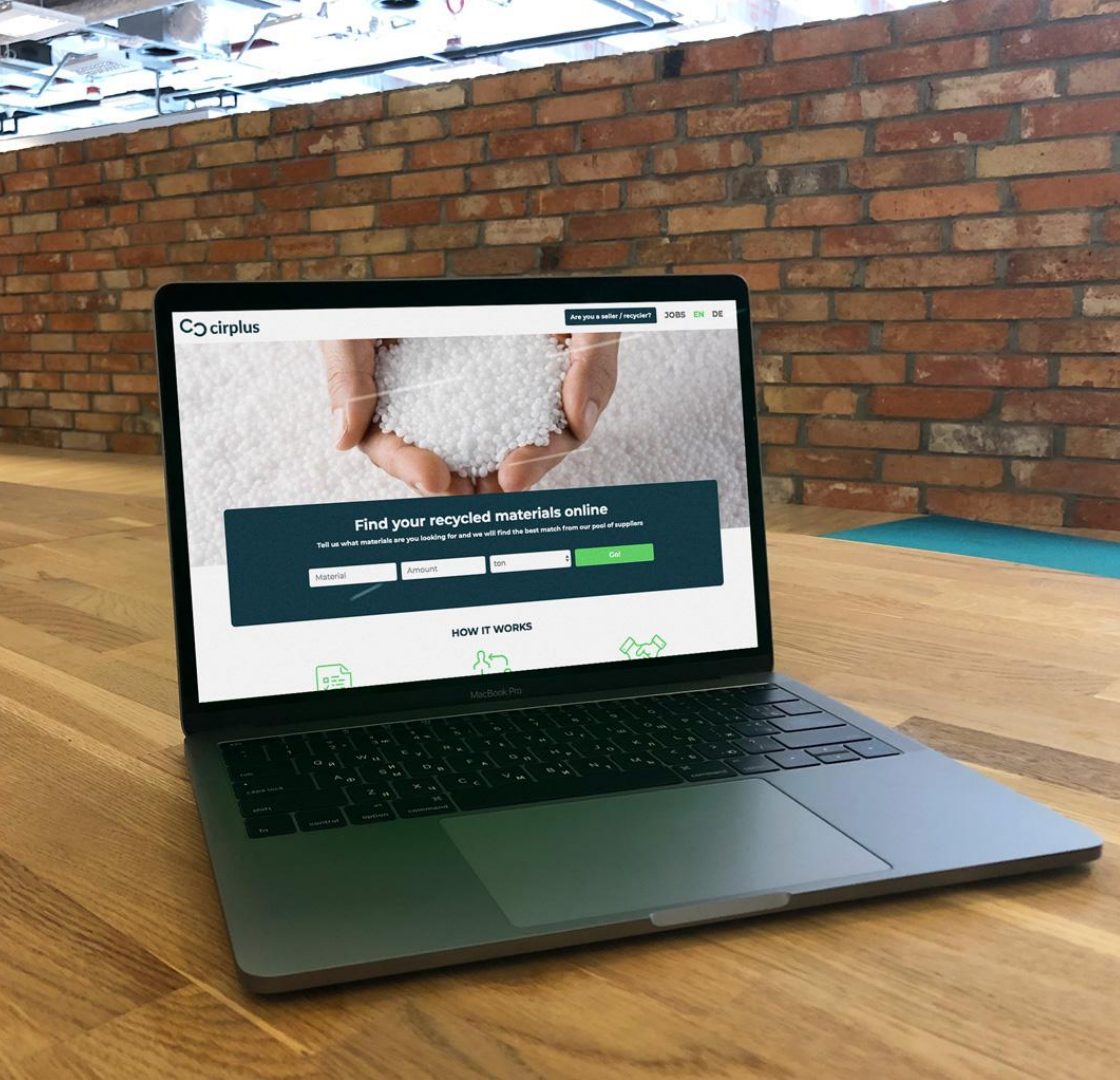
Forcing **all brand owners** of FMCG to significantly increase:

- **Recyclability** of their packaging
- **Uptake of recycled plastic** in their packaging
- **Recycling quota** of their packaging



A large, sprawling pile of discarded plastic waste, including bottles, containers, and fragments, stretches across the foreground and middle ground. The background shows a horizon line under a cloudy sky with a mix of blue and grey tones. The text is overlaid in the center of the image.

As a result virgin plastics will become more expensive across industries and recycled plastics inevitable.

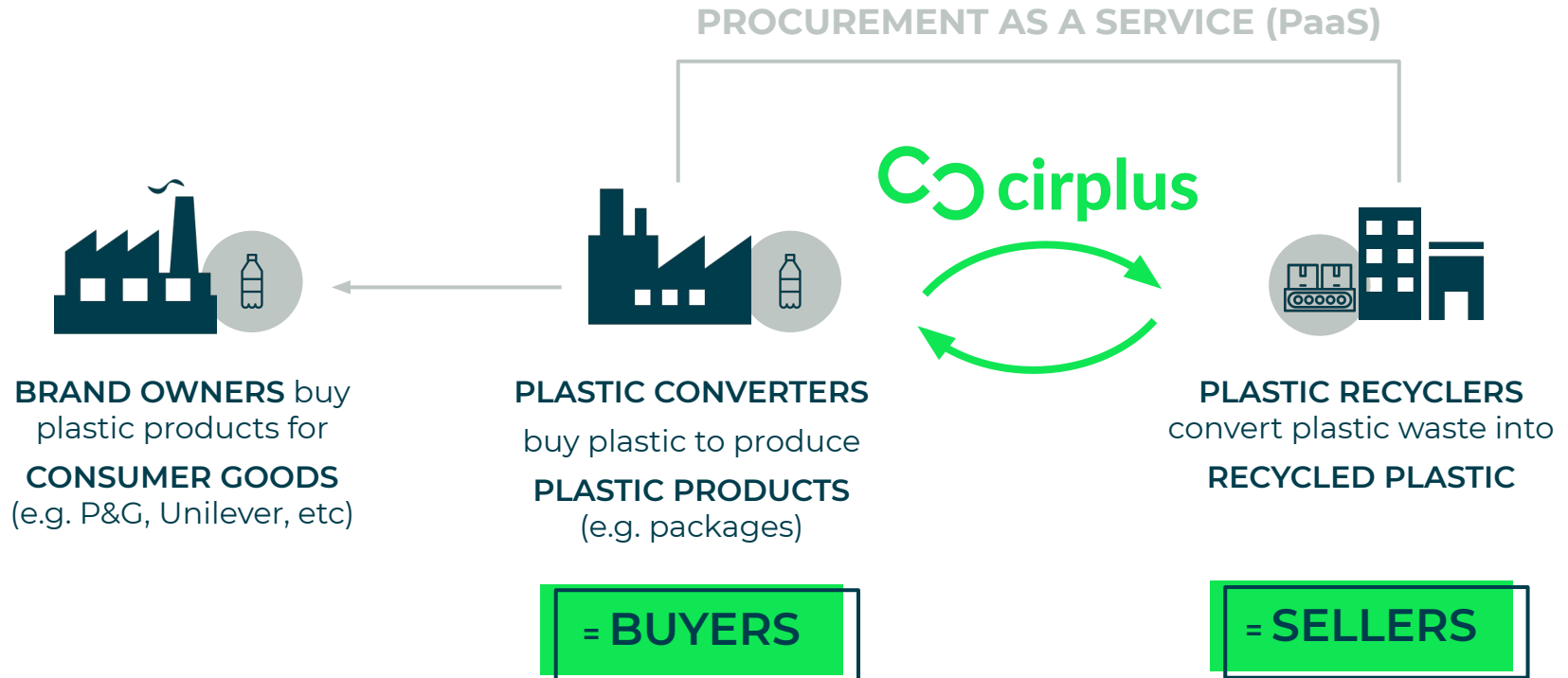


Solution

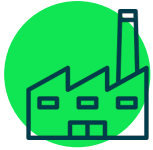
Our mission at cirplus is to make buying and selling of recycled plastics as easy as using Amazon.

Check out our first live demo at www.cirplus.io

As managed marketplace, cirplus will connect highly fragmented, intransparent markets

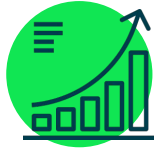


cirplus develops deep tech features



Standardization of recycled materials

(in collaboration with the [Wuppertal Institute](#) for Climate, Environment and Energy)



AI-powered algorithms for **predicting** consistent qualities, quantities and prices of recycled materials



Logistics: Get instant logistics quote for each specific delivery



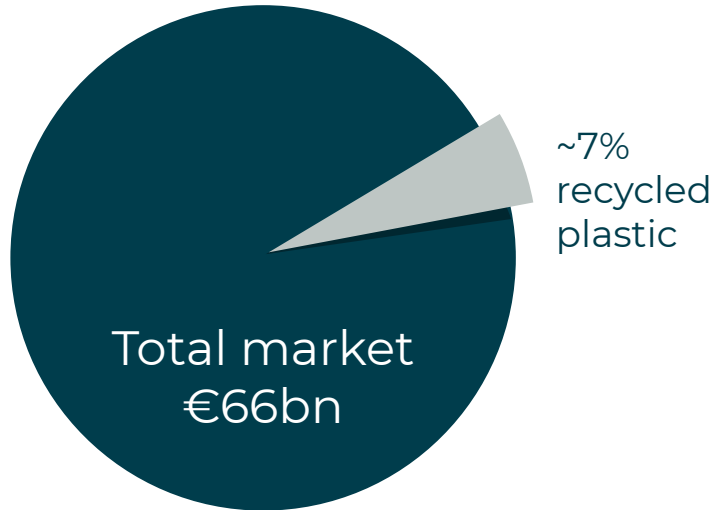
Trusted marketplace through intelligent vetting and P2P-reviews based on transaction history



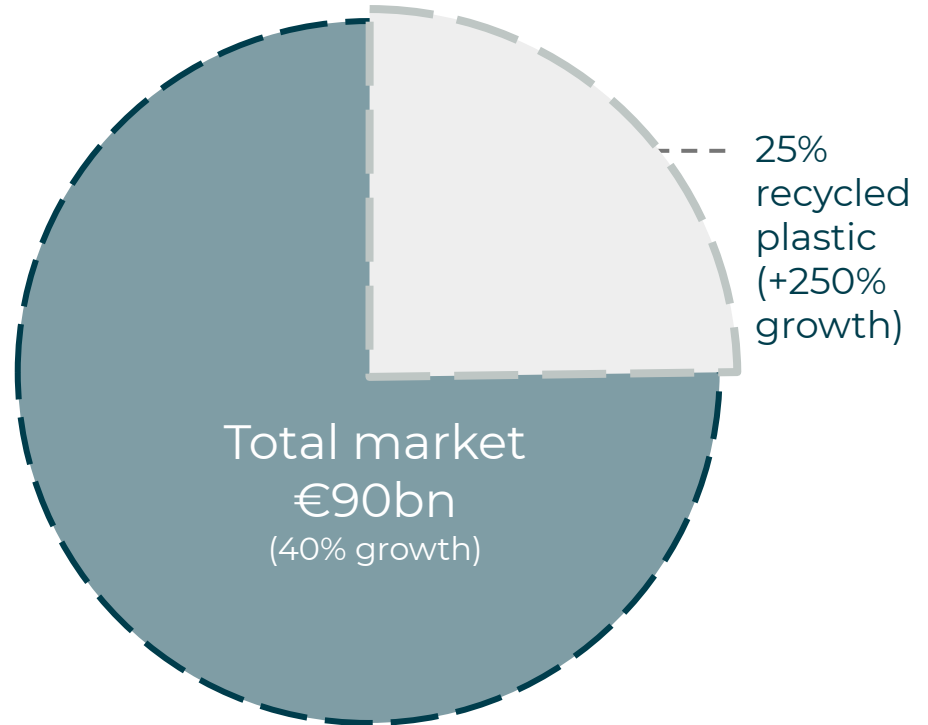
Blockchain set-up: tracing materials through their entire lifecycle // incentivize consumers through Recycling-Tokens.

The current market for plastics (EU only)

Today



Projection 2030



How we make money - we are considering two options

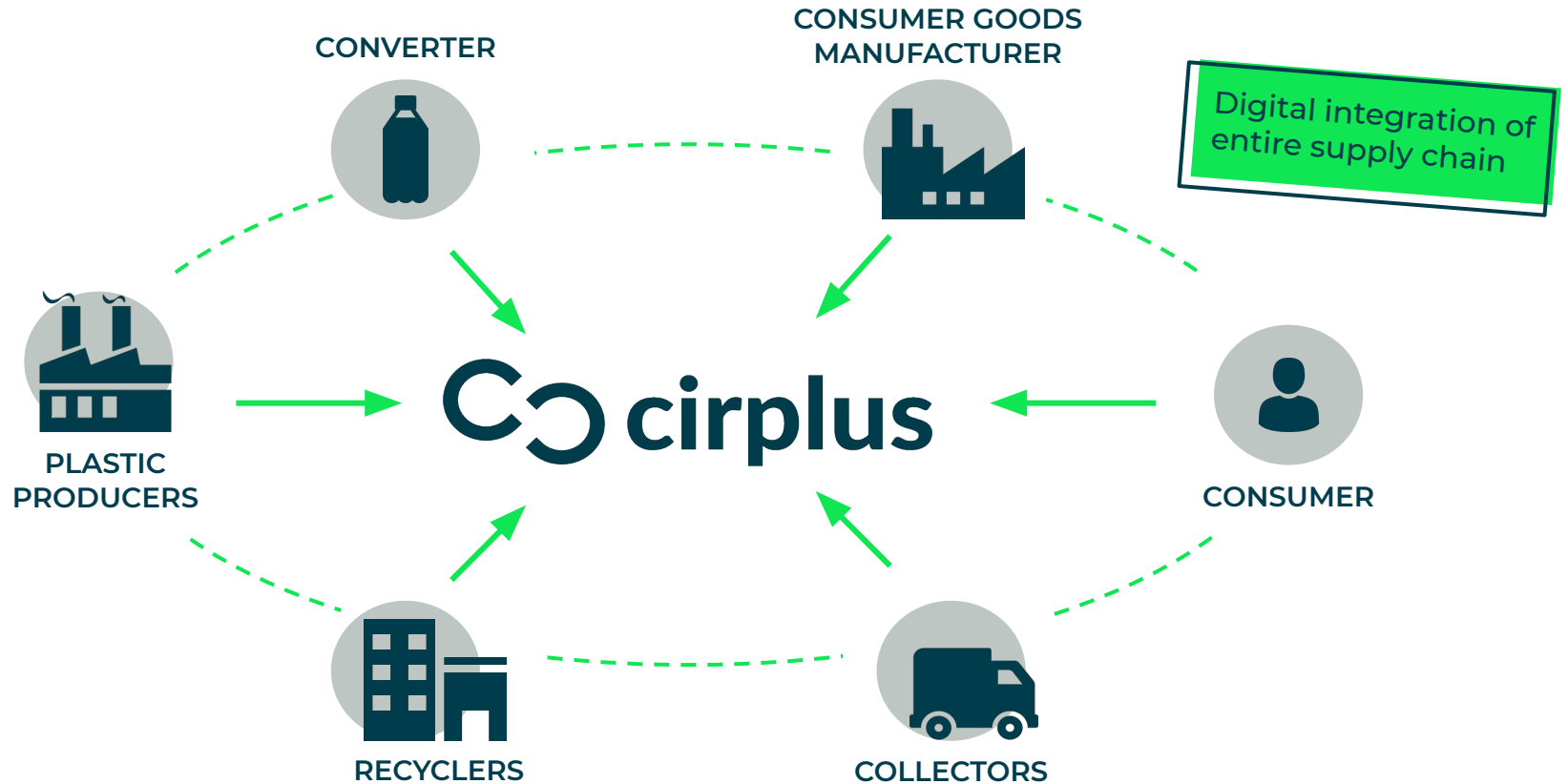


Transaction based
commission
(x% per transaction)



Subscription fee
(freemium model, fees will
depend on usage)

Our vision: 100% circular plastics





Christian Schiller

Founder & CEO

4+ years of building and scaling BlaBlaCar Germany from day one, from 0 member to 6M, from 0 FTEs to 15 FTEs.



Volkan Bilici

Founder & CTO

12+ years of software & blockchain development experience; first coding in family-owned PVC window frame extrusion business



Our Team - as international as the problem



**Caroline
Santos**

UI/UX Designer



**Burak
Topbaştekin**

Software Engineer



**Nadav
Rosenberg**

*Venture Partner
Entrepreneur First*



**Kristin
Lehne**

Product & Marketing



Brazil



Turkey



Israel



Germany

Appendix



Partners
We are backed by



Entrepreneur First



IFB | Hamburgische
HAMBURG | Investitions- und
Förderbank



PREVENT
Waste Alliance



**Circular Economy
Initiative
Deutschland**

Featured in

WELT

 **Deutschlandfunk**

PLASTVERARBEITER

VERpackUNGSWIRTSCHAFT.DE
die onlineplattform von packREPORT + packMITTEL 


TC TechCrunch

 **GRÜNDERSZENE**

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WORK HARD. PLAY HARD.

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STARTUPS**

 **best-practice-business.de**

 **Innovation
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Startup
Valley news

FOGS
Green Style Magazin

W&V

Sources

- 1) Roland Berger Consultants for the Germany Ministry of the Environment (11/2016), [Die Digitalisierung der Greentech-Branche](#)
- 2) World Bank, (09/2018), [What a Waste 2.0. A Global Snapshot of Solid Waste Management to 2050](#)
- 3) Mathieu Hestin, Thibault Faninger and Leonidas Milios; (May 2015), [Increased EU Plastics Recycling Targets: Environmental, Economic and Social Impact Assessment. Final Report](#)
- 4) European Commission (01/2018), [A European Strategy for Plastics in a Circular Economy](#)
- 5) Deutscher Bundestag (01/2019), [Gesetz über das Inverkehrbringen, die Rücknahme und die hochwertige Verwertung von Verpackungen](#)
- 6) Plastics Europe (12/2018), [Plastics - the Facts 2018](#).
- 7) Conversio Market & Strategy GmbH (09/2018), [Stoffstrombild Kunststoffe in Deutschland 2017](#)

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